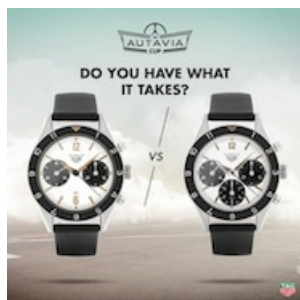


INTERNET

Tag Heuer incites watch madness for Autavia Cup

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Tag Heuer's The Autavia Cup

By STAFF REPORTS

LVMH-owned watchmaker Tag Heuer is taking cues from sports tournament brackets to determine which Autavia timepiece model will be reissued for 2017.

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The Autavia model was launched in 1933 as an aviation and automotive timepiece, and was then repurposed as a wristwatch in 1962. Followed by 16 models since the 1960s, Tag Heuer is now asking timepiece enthusiasts to share their favorites to help decide which Autavia will be recreated for today's consumer in "The Autavia Cup."

Fill in the brackets

Staged similarly to how the NCAA's March Madness determines its college basketball champion, Tag Heuer is using a bracket system to choose which version of the Autavia will be subject to updates for 2017.

Over the course of five weeks, 13 matches and 16 Autavia watches, Tag Heuer enthusiasts from around the world will vote on their favorites. The voting will then be narrowed down into two rounds and a grand finale with the winning design being reissued next year.

For incentive and to keep enthusiasts engaged with the voting process, Tag Heuer fans are eligible for a drawing of branded merchandise such as jackets, wallets and bags for each vote cast.

In the first round of the Autavia Cup, 16 Autavia watches are paired against one another in eight pairings. Votes can be cast for the first round up until March 30, before the start of the second round.

Tag Heuer / The Autavia Cup

Tag Heuer's finals for the Autavia Cup open on April 13 and will consist of four candidates dictated by the votes from the first two rounds. The Autavia watch that sees the most votes of the four will be deemed the winner.

When consumers go to vote for a head-to-head match, the characteristics of each Autavia timepiece is shared, providing consumers with details such as year made, movement featured and highlights of the design.

If a consumer selects an Autavia to vote for he must sign up using his Facebook account or an email to participate, an easy way for Tag Heuer to cultivate enthusiast data.

After a vote has been cast, Tag Heuer shows the consumer the results of that round. For instance, in round one, the

"Rindt" Autavia timepiece has 2,007 votes compared to the Autavia 12 with Tachy Dial, with only 674 votes, as of press time.



Tag Heuer imagery for The Autavia Cup

Votes for Tag Heuer's Autavia Cup can be cast [here](#).

With a portfolio of historic timepieces Tag Heuer uses a number of marketing strategies to educate and entertain consumers.

For example, Tag Heuer crafted a legend with the help of the New York Times' virtual reality mobile application.

The NYT VR app puts readers at the center of New York Times' content, including what is produced by its brand partners, through immersive 360-degree video experiences that allow for an interactive narrative. LVMH-owned Tag Heuer is using the NYT VR app's storytelling capabilities to share the heritage of its Carrera timepiece with New York Times' audience, showing both its placement within the overall watch industry and its modernity ([see story](#)).

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